

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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**Enjoy smoking longer
without smoking more.**

Saratoga 120's.
Rich, full-flavored
cigarettes tailored
longer and slimmer
than 100's. You get
extra smoking time,
extra smoking
pleasure, without
smoking more
cigarettes. Cost no
more than 100's.
Regular or menthol,
crush-proof box.



Saratoga 120's

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Regular: 17 mg "tar,"

1.0 mg. nicotine—Menthol: 15 mg "tar,"

1.0 mg. nicotine av. per cigarette, FTC Report Nov. 75

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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